

Instructor

Instructor: Prof. James Baer

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Office: Weimer 2093

Office Hours: MF 11:45-12:45

Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals.

Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and communication. Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns;
- 2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing an advertising campaign strategies; and
- 3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.
- 4) To familiarize students with special issues in the current market and advertising industry;
- 5) To build capacity of students in delivering highly effective campaign proposal presentations.

Textbook - required

- Parente, Donald (2006). *Advertising Campaign Strategy: A Guide to Marketing Communications Plans*, (Fourth Edition) Mason, Ohio: Thomson South-Western.
- Other readings are available through the course website on the University of Florida e-learning system, Sakai.

Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

Assessment

Students' grade will be based on their performance in four areas: two exams, two topic presentations, one final group project, and class participation. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a percentage allocation for each of these areas:

Assignment Weighting

• 2 Exams	40% (20% each)
• Topic Presentation	15%
• Class Project	35%
• Class Participation (attendance, homework assignments, class discussions)	10%
• Extra Credit Opportunities (research participation, etc., 0.5pt/ up to 3pt)	~
TOTAL	100%

Grading Scale

Percentage	Grade		Percentage	Grade
92-100	A		72-77.9	C
90-91.9	A-		70-71.9	C-
88-89.9	B+		68-69.9	D+
82-87.9	B		62-67.9	D
80-81.9	B-		60-61.9	D-
78-79.9	C+		Below 60	E

Exams

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture files, student presentation materials, and in-class exercises up to the exam date specified on the syllabus. The general exam format consists of several open-ended questions and multiple choice and true-false questions taken. Sample questions and brief guide of the exams will be provided prior to the first exam. Make-up exams will be allowed only for the students who miss the class of the exam date with the appropriate documentation.

Topic Presentation

Once during the semester, student groups with four to six members will lead the class with making 20-minute presentations. The topics include special issues in the current market and advertising industry. The guideline for the presentation will be provided at the first week of the semester. All team members need to attend, failure to make presentation on the assigned dates will result in zero credit for the project. No form of makeup will be available.

IMC Class Project

For the final project with an actual local client, student groups with four to six members should develop the full IMC campaign and make a presentation at the last section of the course. Specific guidelines for this project will be provided at the date in the course syllabus. Failure to make presentation on the assigned dates will result in zero credit for the project.

Team Member Evaluations:

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members on a 100 point scale using the online survey available on the Sakai system. Team member evaluation grade will account for 10% of an individual

student's project grade.

(e.g.) Team project grade (90%)	100 (out of 100)
Team member evaluation (10%)	70 (out of 100)
The individual student's project grade (100%)=	(100 X 0.9)+(70x0.1)= 90+7 = 97

The team member evaluation is due by 9PM on presentation/project due date. The rule regarding late assignments is applied to the team member evaluation. After the 9PM deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.

Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

Counseling Services

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological,

and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

Course Schedule

Below table represents a tentative outline of topics that will be covered over the course of the semester. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. I will advise the class of any events that necessitate revision to the present schedule.

Aug	22	Lecture	Orientation - Introduction to course
	27	Lab	Overview of Advertising Strategy Read Parente Ch. 1
	29	Lecture	Company Analysis Read Parente Ch. 2 (pp. 29-40)

Sept	3	Lab	Consumer Analysis (1) Read Parente Ch. 2 (pp. 40- 62)
	5	Lecture	Consumer Analysis (2)
	10	Lab	Market Analysis Read Parente Ch. 3 (pp. 65-75)
	12	Lecture	Product/Brand Analysis Read Parente Ch. 3 (pp. 76-86)
	17	Lab	IMC Project Brief
	19	Lecture	Organizing and analyzing the brief Read Parente Ch. 11
	24	Lab	Competitive Analysis Read Parente Ch. 3 (pp. 87-91)
	26	Lecture	Problems & Opportunities, SWOT Analysis Read Parente Ch. 4 (pp. 95-103)

Oct	1	Lab	Topic Presentations (1)
	3	Lecture	Setting Objectives Read Parente Ch. 4 (pp. 103-116)
	8	Lab	Targeting & Segmentation Strategy
	10	Lecture	Exam I
	15	Lab	First Draft of Class Project Plan due 5:00 pm
	17	Lecture	Managing Brand Equity Read Parente Ch. 5 (pp. 119-143)
	22	Lab	Positioning Strategy Read Parente Ch. 5 (pp. 143-145)
	24	Lecture	Creative Strategy Read Parente Ch. 6

29	Lab	Topic Presentations (2)
31	Lecture	Media Strategy Read Parente Ch. 7

Nov	5	Lab	Integrated Marketing Communications Read Parente Ch. 8
	7	Lecture	Campaign Evaluation Read Parente Ch. 10
	12	Lab	Second Draft of Project Plan due by 5:00 pm
	14	Lecture	Individual Group Meeting with Instructor
	19	Lab	Presentation Rehearsals
	21	Lecture	How to Present a Campaign
	26	Lab	Exam II
	28	Lecture	No Class - Thanksgiving Holiday

Dec	3	Lab	Final Presentations & Final IMC Project Plans due at time of team presentation
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